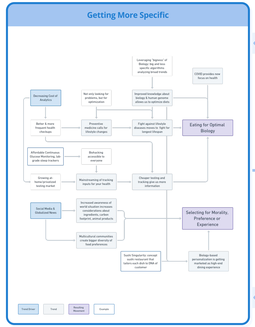
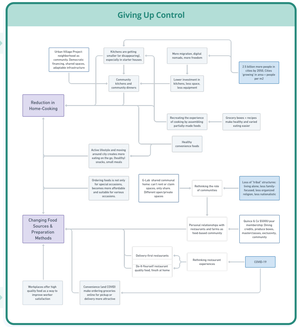
Appendix B: Future Trend Analysis Map

Scenario

- The two opposing broader trends of getting more specific about the food we want to eat, and giving up control about the selection and preparation of our food, create a gap.
- This gap is filled by personalization, personalization of the food we choose. To enable personalization, we need a system that allows us to communicate about food.



Personalization through Communication



Appendix C: System Map

1. Current Situation

- Users communicate directly when organizing food. This results in a high communication threshold and social friction, especially when relationships do not feel close or supportive
- Users receive a generic treatment from service providers

2. Implementing FoodPass

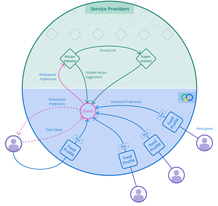
- Implementation of FoodPass creates new channel for social interactions and provides extra layer for interaction with service providers

3. Proposed Situation

- Users share their dietary preferences through FoodPass' social sharing system
- FoodPass acts as a facilitator between users and service providers

3.1 Personal Social Event

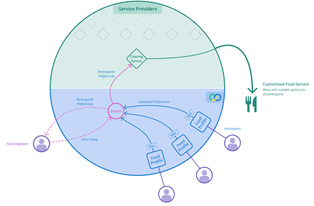
Dinner Party



- One user takes the role of Food Organizer
- The Food Organizer creates an event
- Participants share their dietary preferences
- The event information is used to help the Food Organizer find suitable recipes online
- The chosen recipe is converted into a grocery shopping list
- All information is synchronized with FoodPass

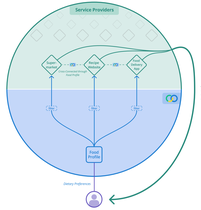
3.2 Professional Social Event

Conference with Catering Service



- The event is organized by an external Food Organizer
- Participants share their preferences
- The event information is shared with a catering service
- The catering service provides a customized meal with suitable options for all participants

3.3 Personalized Online Services



- The user creates a FoodPass profile
- The profile is linked to various online services
- Each connection is customized to suit the user's needs
- The online services use the dietary preferences to customize their online experience

Appendix D: User Journey - Professional Social Event - Workplace with Organized Lunch

Scenario

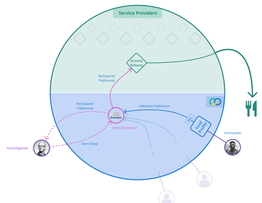
Alex is starting a new job at BrainBot. BrainBot uses FoodPass to organize groceries for their daily lunch, and tries to create an inclusive environment for everyone. Because BrainBot is so explicit about their support for food, Henri, the HR Manager, has already brought up the topic with Alex during his job interview.

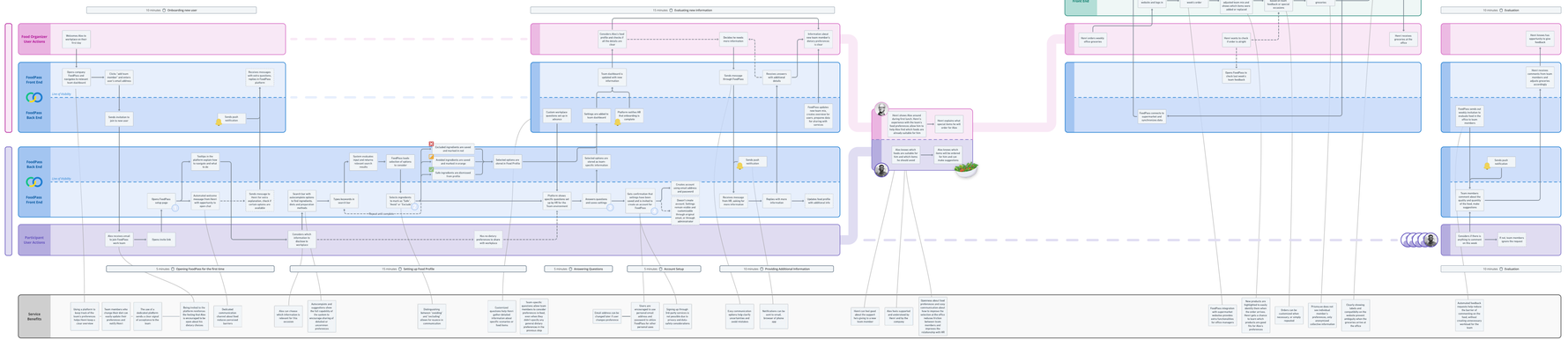
Alex has an intolerance to dairy and wheat. In his previous job, he was the only person in the team with this intolerance. Despite this personal conversation with Henri, he doesn't really know what to expect at his new job.

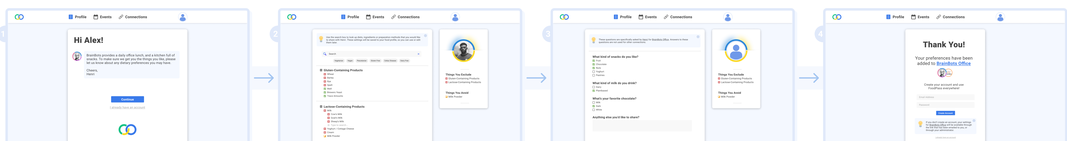
Outcome

Despite not knowing what to expect, Alex had an amazing first week at BrainBot. The support from Henri and the dedicated tools that the company uses really impressed Alex, and he feels understood and supported at his new job. Since the rest of the team is very open about what they eat, he doesn't feel like he needs to hide his food intolerance.

Henri was happy to show off again how well he likes his company of his teams. Adding Alex to the team and ordering suitable groceries for him didn't take any extra effort for him, but he knows it means a lot to Alex.







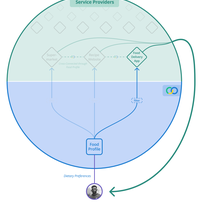
Appendix E: User Journey - Personalizing Online Services

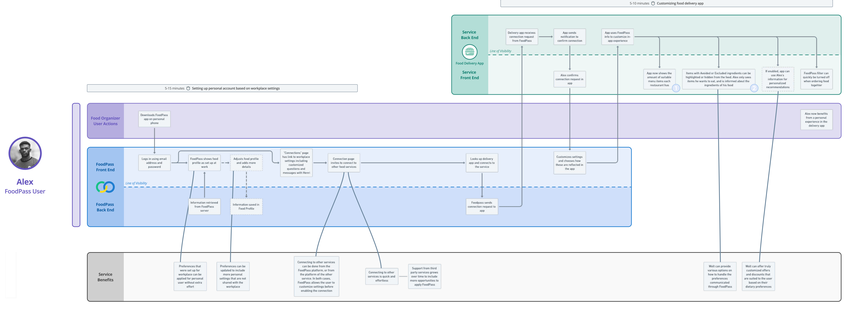
Scenario

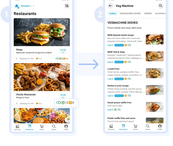
After Alex's positive experience with FoodPass at work, he decides to use his account for personal automation too. He logs in from his phone, and checks how he can customize online services.

Outcome

Alex can now use FoodPass to customize his experiences online. He can finally easily see which foods contain ingredients he can't eat, so he has all the information he needs to make good decisions. His personal data is safe with FoodPass, and he has control over how he shares it.







Appendix F: User Journey - Personal Social Event - Organizing a Birthday Party

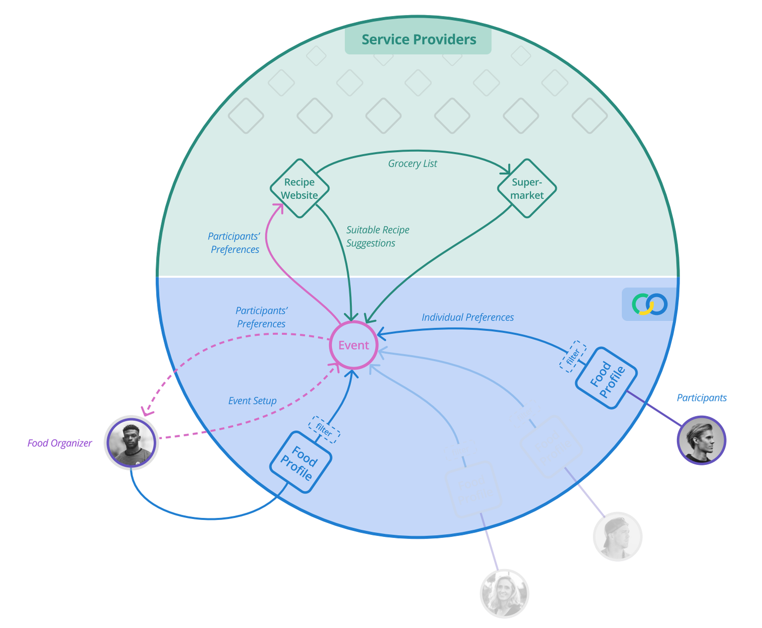
Scenario

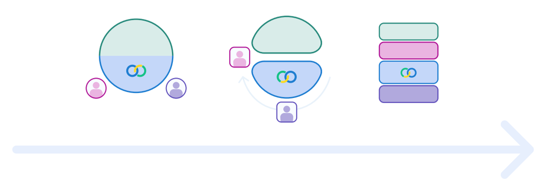
Now that Alex is using FoodPass for himself, he wants to see how it can help him in social situations. For his birthday party, he decides add FoodPass to his Facebook event, and invite his friends to share their dietary preferences.

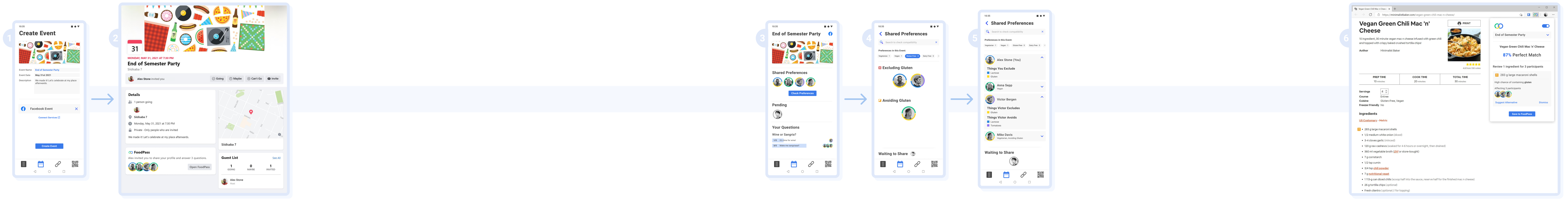
Outcome

Alex hosted a succesful birthday party and could easily find recipes for his friends. The seamless integration of FoodPass in different websites helped him figure out how to best cook for his guests.

Alex's friends were impressed and happy. Instead of trying to make things work with what they found, they were welcomed with food that was specifically chosen for them. While it felt a bit weird to be so open about their diets, they now feel supported and understood.







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